

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 511 voters
Dates: August 3, 2000

[109]	ALL VOTERS	Speech Watchers*
Male	47	52
Female	53	48

FINAL

Study #5911
NBC GOP Bump
August 2000

Please note: all results are shown as percentages unless otherwise stated.

***The margin of error for
all voters is ±4.4% and for speech watchers is ±7.0%***

Unless otherwise noted by a "+", all previous data shown reflects responses among all adults.

- A. Are you currently registered to vote in the precinct or election district in which you now live, or haven't you had a chance to register yet?

Registered.....	100	CONTINUE	[114]
Not registered.....	-	TERMINATE	
Not sure.....	-		

1. Did you watch tonight's television coverage of George W. Bush delivering his acceptance speech for the Republican nomination for president?

	ALL VOTERS	Speech Watchers*	
Yes, watched coverage of acceptance speech.....	39	100	[119]
No, did not watch coverage of acceptance speech.....	61	-	
Not sure.....	-	-	

2. How closely have you been following the Republican Convention--very closely, somewhat closely, not very closely, or not closely at all?

	ALL VOTERS	Speech Watchers*	
Very closely.....	20	46	[120]
Somewhat closely.....	36	41	
Not very closely.....	19	10	
Not closely at all.....	25	3	
Not sure.....	-	-	

*** PLEASE NOTE PARTY IDENTIFICATION:**

	Speech Watchers	Non-speech Watchers
Democrats.....	29	45
Independents.....	19	28
Republicans.....	49	25

3. Which one of the following statements do you agree with more--(A) after eight years of the Clinton-Gore Administration, it's time for a change, or (B) with the nation at peace and the economy as strong as it is, we should continue with the Democrats in the White House?

	ALL VOTERS+	Speech Watchers+*	ALL VOTERS				[121]
			7/00+	6/00+	3/00	12/99	
Statement A: time for change.....	47	64	47	47	46	49	
Statement B: should continue with Democrats...	41	28	45	46	44	45	
Some of both (VOL).....	4	4	4	2	5	3	
Not sure.....	8	4	4	5	5	3	

+ Results shown reflect responses among registered voters.

4. I'm going to read you the names of some public figures, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Don't Know Name/ Not Sure	[122]
George W. Bush							
ALL VOTERS+.....	34	24	16	12	12	2	
Speech watchers+*.....	54	23	8	9	6	-	
July 2000+.....	24	28	14	14	18	2	
June 2000+.....	16	29	23	15	15	2	
April 2000+.....	17	29	22	13	16	3	
March 2000+.....	19	26	21	15	17	2	
January 2000.....	22	30	22	13	9	4	
December 1999.....	19	31	21	16	10	3	
October 1999.....	21	32	21	12	11	3	
September 1999.....	18	32	22	12	10	6	
July 1999.....	22	31	26	9	6	6	
June 1999.....	23	27	25	9	8	8	
<i>High</i>							
April 1999.....	23	32	25	8	6	6	
<i>Low</i>							
March 2000+.....	19	26	21	15	17	2	

	[123]					
ALL VOTERS+.....	26	20	23	9	8	14
Speech watchers+*.....	51	19	11	6	7	6
July 2000+.....	19	23	26	9	6	17

+ Results shown reflect responses among registered voters.

5. If the next election for president were held today, and Al Gore were running as the Democratic candidate, George W. Bush were the Republican candidate, Pat Buchanan were the Reform Party candidate, and Ralph Nader were the Green Party candidate, for whom would you vote?

	ALL VOTERS+	Speech Watchers+*	ALL VOTERS			[124]
	7/00+	6/00+	4/00+			
Al Gore.....	36	24	38	38	37	
George W. Bush.....	47	63	44	43	41	
Pat Buchanan.....	1	1	2	4	4	
Ralph Nader.....	6	3	8	7	5	
None/other (VOL).....	2	2	2	3	4	
Not sure.....	8	7	6	5	9	

+ Results shown reflect responses among registered voters.

6. Now I'd like you to compare Al Gore and George W. Bush on a few qualities that people might look for in a president. For each one, please tell me whether you think that Al Gore or George W. Bush would be better on that item. If you think that both would be equally good or that neither would be good on a particular item, just say so.

	Al Gore Would Be Better	George W. Bush Would Be Better	Both Would Be Equally Good	Neither Would Be Good	Depends (VOL)	Not Sure
Being knowledgeable and experienced enough to handle the presidency						
ALL VOTERS+.....	41	37	16	4	-	2
Speech watchers+*.....	32	51	13	2	-	2
<i>ALL VOTERS</i>						
July 2000+.....	36	30	24	8	-	2
June 2000+.....	40	31	21	5	-	3
Being compassionate enough to understand average people						
ALL VOTERS+.....	34	38	16	8	-	4
Speech watchers+*.....	18	53	20	5	1	3
<i>ALL VOTERS</i>						
July 2000+.....	37	30	14	13	1	5
June 2000+.....	39	32	15	11	-	3
Having the best ideas for the future						
ALL VOTERS+.....	32	45	11	6	1	5
Speech watchers+*.....	17	64	8	6	1	4
<i>ALL VOTERS</i>						
July 2000+.....	32	36	16	7	1	8

+ Results shown reflect responses among registered voters.

7. Let me read you a few goals that George W. Bush wanted to achieve during the Republican National Convention. For each one, please tell me whether you think that George W. Bush achieved that goal during the convention. If that is something on which you have no opinion, please just say so.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY ACHIEVED THAT GOAL

	George W. Bush Achieved That Goal	George W. Bush Did Not Achieve That Goal	Do Not Have An Opinion	Not Sure	
Show a sense of comfort and command that he can handle the job of president					[129]
ALL VOTERS.....	52	14	28	6	
Speech watchers*.....	75	14	7	4	
Give a fuller explanation of his priorities and what he would do as president					[130]
ALL VOTERS.....	42	17	34	7	
Speech watchers*.....	74	15	7	4	
Demonstrate that he is not controlled by the Christian Conservative movement					[128]
ALL VOTERS.....	32	18	42	8	
Speech watchers*.....	48	23	21	8	

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

- F1. How old are you? (**IF "REFUSED," ASK:**) Well, would you tell me which age group you belong to?

	ALL VOTERS	Speech Watchers*	
18-24.....	8	5	[131-132]
25-29.....	6	5	
30-34.....	8	5	
35-39.....	9	4	
40-44.....	10	8	
45-49.....	12	13	
50-54.....	11	11	
55-59.....	8	9	
60-64.....	7	9	
65-69.....	7	9	
70-74.....	6	9	
75 and over.....	6	10	
Refused.....	2	3	

F2. What is the last grade that you completed in school?

	<u>ALL</u> <u>VOTERS</u>	<u>Speech</u> <u>Watchers*</u>	
Grade school.....	1	1	[133-134]
Some high school.....	5	3	
High school graduate.....	27	24	
Some college, no degree.....	21	20	
Vocational training/2-year college.....	10	11	
4-year college/bachelor's degree.....	19	23	
Some postgraduate work, no degree.....	3	2	
2-3 years postgraduate work/master's degree...	11	12	
Doctoral/law degree.....	2	3	
Not sure/refused.....	1	1	

F3. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? (**IF "DEMOCRAT" OR "REPUBLICAN," ASK:**) Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? (**IF NOT SURE, CODE AS "NOT VERY STRONG DEMOCRAT/REPUBLICAN."**) (**IF "INDEPENDENT," ASK:**) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? (**IF "NOT SURE," CODE AS "STRICTLY INDEPENDENT."**)

	<u>ALL</u> <u>VOTERS</u>	<u>Speech</u> <u>Watchers*</u>	
Strong Democrat.....	20	15	[135]
Not very strong Democrat.....	9	8	
Independent/lean Democrat.....	10	6	
Strictly independent.....	20	15	
Independent/lean Republican.....	8	9	
Not very strong Republican.....	7	6	
Strong Republican.....	20	34	
Other.....	4	4	
Not sure/nothing.....	2	3	

F4. Are you from a Hispanic or Spanish-speaking background? (**IF "NO," ASK:**) What is your race--white, black, Asian, or something else?

	<u>ALL</u> <u>VOTERS</u>	<u>Speech</u> <u>Watchers*</u>	
Hispanic.....	8	5	[136]
White.....	77	81	
Black.....	9	7	
Asian.....	2	3	
Other.....	2	3	
Not sure/refused.....	2	1	